

MEE's New Webinar Provides Strategies to Help Service Providers Help Urban Families Cope with Gun Violence and Chronic Trauma

With recent events, we have seen stark examples of how gun violence impacts us on a society, community and personal level. While mass shootings get wide media visibility, what often gets lost is the chronic trauma in our communities caused by the senseless violence that mows our youth down one-by-one. It is crucial to understand the mental and emotional toll that comes with living in an environment where violence is seen as common and unavoidable.

MEE Productions Inc. is offering a community education/skills development webinar based on its national research, ***Moving Beyond Survival Mode: Promoting Mental Wellness and Resiliency as a Way to Deal with Urban Trauma***. The interactive webinar will help CBOs, providers and others effectively conduct community outreach in order to raise community-wide awareness about mental wellness, influence existing attitudes and transfer coping skills into the community.

The webinar will:

- Demonstrate how providers can strengthen the protective factors and promote the existing psychological strengths that will allow youth to thrive (versus merely survive) in spite of the challenging realities of urban life;
- Provide overview of MEE's multi-component toolkit, which includes the kind of culturally relevant materials that are needed in order to begin this community-wide dialogue; and
- Provide access to community outreach materials that have proven effective with urban audiences.

Those who will benefit from the webinar include:

- Staff from public health agencies and institutions
- Staff from after school and job training programs
- Staff from faith-based and educational institutions
- Mental health and victim services providers
- Community-based program directors
- Public health researchers
- Criminal justice/law enforcement personnel

MEE's documentary will help participants gain a better understanding of the worldview of youth and young adults who require mental health support, and be prepared to more effectively receive and interact with them, in a culturally-relevant manner. In the webinar, we will address issues such as:

- The Stressors that Impact the Mental Health of Urban Families
- How Young Adults are Coping (Negative & Positive) with Stress and Trauma
- What Protective Factors/Psychological Strengths Can We Build On?
- How to Help Families Talk About/Deal With Mental Health Issues (i.e., PLAN)

Participants in the ***Moving Beyond Survival Mode*** webinar, which will last for two hours (including a Q & A period), must pre-register in order to receive a link to the ***Moving Beyond Survival Mode*** documentary. It is important to view the documentary prior to the webinar. Each live webinar session is limited to the first 50 people to register. If we exceed that number of requests, you will be able to access a recorded version of the

presentation online for up to two weeks following the live presentation.

The webinar costs \$59.99 per person (\$49.99 per person when registering 10 or more participants).

The webinar will be at the following date and time:

- **Tuesday, April 2, 2013 10:00 AM - 12:00 PM EDT**

[CLICK HERE TO REGISTER NOW](#)

For more information on MEE workshops, visit www.meeproductions.com/workshop.

About The Presenter

Ivan Juzang, MBA is Founder and President of MEE Productions Inc., a unique and groundbreaking research and communications company established in 1990 with offices in Philadelphia and Chicago. Under his leadership, MEE has developed award-winning, culturally-relevant community interventions dealing with a number of public health and social issues.

Mr. Juzang is an innovative market researcher with over two decades of practical, first-hand experience working in at-risk, underserved and minority communities across America. He is a leading expert in the field of strategic communications and social marketing. He is a member of the Advisory Committee on Public Issues for The Ad Council and board member of the National Campaign to Prevent Teen and Unplanned Pregnancy. Since 2003, Mr. Juzang has been a member of The Office of National Drug Control and Policy's Behavior Change Expert Panel. He has also been a board member of the Nurse-Family Partnership and served on the Boards of The Alan Guttmacher Institute and the National AIDS Fund. He received his BS from Carnegie Mellon University and MBA from The Wharton School of Business.